



Glen McDermott

Glen McDermott has worked worldwide with leading retail brands in the fierce marketing battle over customer eyeballs and foot traffic. Building profitable retail stores was all about creating an enticing customer journey that resulted in engagement and purchase. Now, Red Rock does the same thing – off line and online.

Topics: Over the last 4 years Glen has been running business-building workshops at the Grove each Tuesday, as can be seen here:

<http://digitalmediasync.org/>

Glen was one of the founders and Red Rock has a long list of local business leaders that have improved their business IQ from our digital marketing workshops. Some topics include: Brand building, Marketing in digital/traditional formats, using Social Media Facebook/Twitter/LinkedIn/Google/Youtube, and Unify-Simplify-Amplify.

Audience: Business owners of \$500K+ annual revenue that may have one or more of the following symptoms:

My Brand is sick/dying - Stuck in the past and irrelevant

My Brand has no vital signs - Reduced to a shell, nothing more than a logo

My Brand is in the middle of the road - Getting hit by traffic going both ways

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<https://www.youtube.com/user/gisela42>